

### Remarks

Claims 11-14, 28-31 were previously cancelled. Remaining claims 1-10, 15-27, and 32-38 were pending and rejected under 35 U.S.C §102(e) as being unpatentable over Goddard. These claims are cancelled herein.

New claims 39-59 are introduced. These claims are directed towards services for sellers offering goods and services in on-line group buying sales. Support for claims 39-54 can be found in the specification at, for instance, pages 15-17, 24-32, and Figures 2-3, 7, 11, 13, 14 and accompanying text. Support for claims 49-56 can be found at, for instance, Figures 8-12, 14, 15, 16, 26-41 and accompanying text.

New claims 39-59 are patentable over Goddard. Claims 39-54 recite, for instance, generating and providing a link to a referring website to an on-line group buying sale that has been selected responsive to instructions from a seller and the referring website. While Goddard discloses systems for facilitating aggregate shopping between buyers and sellers, it does not disclose or suggest these and other specific elements as claimed. Claims 55-59 recite, for instance, user interfaces for receiving instructions from a seller for conducting an on-line group buying sale that include a pricing tool for generating pricing instructions, and portions for providing status updates of an on-line group buying sale while the sale is being conducted. Goddard discloses seller tables that include general information about the suppliers sellers and various seller mode offers, but does not disclose or suggest the claimed elements.

Applicants request reconsideration and allowance of these claims. In addition, Applicants respectfully invite Examiner to contact Applicants' representative at the number provided below if Examiner believes it will help expedite furtherance of this application.

Respectfully Submitted,  
Tom Van Horn, et al.

Date: June 29, 2006

By: /Brian M. Hoffman/

Brian M. Hoffman, Reg. No. 39,713  
Fenwick & West LLP  
Silicon Valley Center  
801 California Street  
Mountain View, CA 94041  
Phone: (415) 875-2484  
Fax: (415) 281-1350

22930/06085/SF/51667239455.2